

AtliQ Hardwares

Filters

region	All
market	All
division	All

Customer Net Sales Performance

Customer	2019	2020	2021	21 vs 20
Acclaimed Stores	1.4M	2.9M	10.9M	378.1%
All-Out		0.2M	0.8M	495.7%
Amazon	12.2M	37.5M	82.1M	218.9%
Argos (Sainsbury's)	0.4M	0.7M	2.3M	306.0%
Atlas Stores	0.2M	0.7M	3.2M	470.3%
Atliq e Store	7.2M	23.7M	53.0M	223.8%
AtliQ Exclusive	9.6M	17.7M	61.1M	345.8%
BestBuy	0.9M	1.8M	6.3M	356.1%
Boulanger	0.2M	0.8M	4.1M	492.9%
Chip 7	0.6M	1.3M	5.5M	416.1%
Chiptec		0.4M	3.0M	722.0%
Control	0.9M	2.2M	7.7M	349.2%
Coolblue	0.5M	1.2M	4.2M	360.0%
Costco	1.1M	2.8M	9.3M	337.4%
Croma	1.7M	2.5M	7.5M	305.1%
Currys (Dixons Carphone)	0.3M	0.8M	1.9M	246.9%
Digimarket	0.8M	1.7M	4.1M	241.1%
Ebay	2.6M	6.3M	15.2M	242.2%
Electricalsara Stores	0.1M	0.6M	1.9M	286.0%
Electricalsbea Stores		0.1M	0.7M	504.6%
Electricalslance Stores	0.1M	0.7M	2.3M	313.3%
Electricalslytical	1.8M	2.6M	11.9M	457.5%
Electricalsocity	2.3M	3.5M	12.4M	358.8%
Electricalsquipo Stores	0.2M	0.7M	3.6M	535.3%
Elite	0.4M	0.8M	4.1M	495.5%
Elkjøp	0.5M	1.3M	5.2M	391.9%
Epic Stores	0.4M	0.9M	4.2M	446.1%
Euronics	0.4M	0.9M	3.9M	444.7%
Expert	0.8M	1.8M	6.4M	364.0%
Expression	1.7M	3.0M	9.8M	328.2%
Ezone	1.5M	2.0M	7.9M	391.6%
Flawless Stores	0.1M	0.5M	1.8M	396.3%
Flipkart	2.9M	8.3M	19.3M	231.0%
Fnac-Darty	0.5M	0.8M	2.9M	349.8%
Forward Stores	0.6M	1.5M	4.1M	272.0%
Girias	1.5M	2.1M	8.7M	419.3%
Info Stores	0.1M	0.5M	1.8M	384.1%
Insight	0.4M	1.0M	2.8M	271.8%
Integration Stores		0.2M	1.4M	887.2%
Leader	4.7M	6.0M	18.8M	314.8%

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Logic Stores	0.2M	0.9M	4.8M	515.2%
Lotus	1.5M	2.1M	8.1M	382.6%
Neptune	1.0M	3.4M	16.1M	471.5%
Nomad Stores	0.5M	1.6M	4.0M	246.9%
Notebillig	0.2M	0.4M	1.1M	287.4%
Nova		0.0M	0.4M	2664.9%
Novus	1.9M	3.7M	9.9M	264.2%
Otto	0.3M	0.4M	1.2M	298.6%
Premium Stores	0.5M	1.1M	3.9M	353.1%
Propel	1.6M	2.5M	10.8M	440.6%
Radio Popular	0.5M	1.5M	5.3M	362.6%
Radio Shack	0.8M	1.7M	5.4M	311.5%
Reliance Digital	1.6M	2.6M	9.7M	377.9%
Relief	0.4M	1.0M	4.1M	403.6%
Sage	4.8M	6.4M	20.7M	321.5%
Saturn	0.2M	0.4M	1.2M	310.5%
Sorefoz	0.6M	1.1M	4.7M	433.6%
Sound	0.6M	1.7M	4.4M	260.3%
Staples	1.2M	2.9M	8.8M	307.0%
Surface Stores	0.1M	0.5M	2.1M	398.8%
Synthetic	1.9M	4.4M	12.2M	276.0%
Taobao	0.2M	1.3M	3.3M	248.7%
UniEuro	0.6M	1.6M	7.3M	457.0%
Vijay Sales	1.7M	2.1M	8.5M	397.8%
Viveks	1.6M	2.2M	7.8M	348.1%
walmart	1.3M	2.6M	9.7M	370.4%
Zone	0.3M	1.6M	5.3M	336.2%
Grand Total	87.5M	196.7M	598.9M	304.5%

AtliQ Hardwares

Filters

region	All
division	All

Market

Performance vs Target

ALL Values in GBP

Country	2019	2020	2021	2021 - Target	%
Australia	3.9M	10.7M	21.0M	-2.2M	-10.5%
Austria		0.1M	2.8M	-0.3M	-11.7%
Bangladesh	0.5M	2.3M	7.0M	-0.7M	-10.3%
Canada	4.8M	12.2M	35.1M	-5.1M	-14.5%
China	1.4M	5.4M	22.9M	-2.1M	-9.0%
France	4.0M	7.5M	25.9M	-2.2M	-8.4%
Germany	2.6M	4.7M	12.0M	-1.5M	-12.7%
India	30.8M	49.8M	161.3M	-9.6M	-5.9%
Indonesia	2.5M	6.2M	18.4M	-2.4M	-12.9%
Italy	2.9M	4.5M	11.7M	-1.0M	-9.0%
Japan		1.9M	7.9M	-0.3M	-4.1%
Netherlands	0.2M	3.4M	8.0M	-0.7M	-8.2%
Newzealand		2.0M	11.4M	-1.4M	-12.3%
Norway		2.5M	13.7M	-1.4M	-10.5%
Pakistan	0.6M	4.7M	5.7M	-0.5M	-9.3%
Philippines	5.7M	13.4M	31.9M	-2.5M	-7.8%
Poland	0.4M	2.8M	5.2M	-0.9M	-18.1%
Portugal	0.7M	3.6M	11.8M	-0.5M	-4.3%
South Korea	12.8M	17.3M	49.0M	-4.4M	-8.9%
Spain		1.8M	12.6M	-1.8M	-14.1%
Sweden	0.1M	0.2M	1.8M	-0.2M	-11.1%
United Kingdom	2.0M	8.1M	34.2M	-3.0M	-8.7%
USA	11.5M	31.9M	87.8M	-10.2M	-11.7%
Grand Total	87.5M	196.7M	598.9M	-54.9M	-9.2%

Filters

region	All
market	All
division	All
customer	All
FY Year	2021

P & L
By Fiscal Years
ALL Values in GBP

Note: Do not modify the pivot table

Metrics	Quarters											
	Q1	Q2			Q3			Q4				
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Net Sales	44.8M	41.8M	44.0M	43.5M	44.4M	41.5M	44.0M	43.0M	44.8M	54.6M	74.3M	78.1M
COGS	28.4M	26.5M	28.0M	27.7M	28.1M	26.4M	28.0M	27.4M	28.4M	34.7M	47.4M	49.8M
Gross Margin	16.4M	15.3M	16.0M	15.8M	16.3M	15.1M	16.0M	15.6M	16.4M	19.9M	27.0M	28.3M
GM%	36.7%	36.5%	36.4%	36.3%	36.6%	36.4%	36.4%	36.3%	36.7%	36.5%	36.3%	36.3%

Filters

region	All
market	All
division	All
customer	All
FY Year	2020

P & L
By Fiscal Years
ALL Values in GBP

Metrics	Quarters											
	Q1	Q2			Q3			Q4				
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Net Sales	17.1M	15.9M	2.1M	7.8M	9.9M	14.9M	16.1M	16.5M	17.1M	20.6M	28.7M	29.9M
COGS	10.7M	9.9M	1.3M	4.8M	6.2M	9.3M	10.2M	10.5M	10.6M	12.8M	18.1M	18.9M
Gross Margin	6.5M	6.0M	0.8M	2.9M	3.7M	5.5M	5.9M	6.1M	6.5M	7.8M	10.6M	11.0M
GM%	37.8%	37.7%	36.7%	37.7%	37.5%	37.3%	36.7%	36.8%	37.8%	37.8%	37.0%	36.8%

Filters

region	All
market	All
division	All
customer	All
FY Year	2019

P & L
By Fiscal Years
ALL Values in GBP

Metrics	Quarters											
	Q1	Q2			Q3			Q4				
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Net Sales	6.5M	6.1M	6.4M	6.3M	6.5M	6.2M	6.5M	6.3M	6.5M	8.0M	10.7M	11.4M
COGS	3.9M	3.5M	3.8M	3.7M	3.8M	3.6M	3.8M	3.7M	3.8M	4.7M	6.3M	6.7M
Gross Margin	2.7M	2.6M	2.7M	2.6M	2.6M	2.6M	2.7M	2.6M	2.6M	3.4M	4.5M	4.7M
GM%	40.9%	41.9%	41.5%	41.4%	40.8%	42.0%	41.5%	41.4%	40.9%	42.0%	41.5%	41.4%

Net Sales
Comparison
21 vs 20
20 vs 19

261.4%	262.5%	2081.6%	561.2%	447.0%	278.6%	273.9%	260.3%	262.1%	264.7%	259.1%	261.0%
262.8%	262.0%	32.9%	122.7%	153.1%	240.7%	248.0%	262.0%	264.6%	256.6%	267.3%	261.5%

AtliQ Hardwares

Filters

region	All
sub_zone	All
FY Year	2021

P & L

For Markets

ALL Values in GBP

Customer	Net Sales	COGS	Gross Margin	GM%
Australia	21.0M	14.1M	6.9M	32.92%
Austria	2.8M	2.0M	0.9M	30.11%
Bangladesh	7.0M	4.5M	2.4M	34.54%
Canada	35.1M	21.7M	13.4M	38.21%
China	22.9M	13.5M	9.4M	41.07%
France	25.9M	14.7M	11.2M	43.24%
Germany	12.0M	8.9M	3.1M	26.18%
India	161.3M	109.7M	51.6M	32.00%
Indonesia	18.4M	11.3M	7.1M	38.41%
Italy	11.7M	8.2M	3.5M	30.13%
Japan	7.9M	4.2M	3.7M	46.52%
Netherlands	8.0M	4.6M	3.4M	42.03%
Newzealand	11.4M	5.9M	5.5M	48.23%
Norway	13.7M	9.6M	4.0M	29.48%
Pakistan	5.7M	3.6M	2.0M	36.18%
Philippines	31.9M	19.4M	12.5M	39.09%
Poland	5.2M	3.0M	2.2M	42.56%
Portugal	11.8M	6.8M	5.0M	42.13%
South Korea	49.0M	31.4M	17.6M	35.92%
Spain	12.6M	8.4M	4.2M	33.13%
Sweden	1.8M	1.1M	0.7M	40.22%
United Kingdom	34.2M	18.7M	15.4M	45.13%
USA	87.8M	55.3M	32.5M	36.99%
Grand Total	598.9M	380.7M	218.2M	36.43%